



**Accredited**  
**IMAGINE CANADA**

# Strong Foundation. Stronger Impact.

## WHAT THIS TRUSTMARK MEANS

When you see this Trustmark, you can give, volunteer, or partner with confidence. This organization has been independently evaluated against national nonprofit standards for governance and accountability.

### 73 STANDARDS

National framework of recognized benchmarks

### SINCE 2012

Built by the nonprofit sector, for the sector.

### AREAS EVALUATED BY THE STANDARDS

- Board Governance
- Financial Accountability & Transparency
- Fundraising
- Staff Management
- Volunteer Involvement

## HOW ACCREDITATION WORKS



1. Self assessment  
against Standards



2. Evidence submitted  
to peer review



3. 5 year Accreditation  
renewal cycle

**“This seal of excellence validates the rigour of our operational framework and the unwavering commitment of our leadership and Board of Directors to excellence and transparency. Beyond the seal of trust, it is a concrete demonstration of the strength of our collective action and our shared determination to maximize the impact of our work and create a lasting impact for children.”**

Julie Desharnais,  
President and Chief Executive Officer,  
Breakfast Club of Canada